

Electronic Acknowledgement Receipt

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|---|---------------------------------|
| EFS ID: | 6723419 |
| Application Number: | 10721010 |
| International Application Number: | |
| Confirmation Number: | 5650 |
| Title of Invention: | Using concepts for ad targeting |
| First Named Inventor/Applicant Name: | Ross Koningstein |
| Customer Number: | 82402 |
| Filer: | John C. Pokotylo |
| Filer Authorized By: | |
| Attorney Docket Number: | Google-48 (GP-083-00-US) |
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| Application Type: | Utility under 35 USC 111(a) |

Payment information:

| | |
|--|-----------------|
| Submitted with Payment | yes |
| Payment Type | Deposit Account |
| Payment was successfully received in RAM | \$180 |
| RAM confirmation Number | 4036 |
| Deposit Account | 501049 |
| Authorized User | |

File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/Message Digest | Multi Part/.zip | Pages (if appl.) |
|-----------------|----------------------|-----------|---------------------------------|-----------------|------------------|
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|---|---|----------------------|--|----|---------|
| 1 | Transmittal Letter | IDS_transmittal.pdf | 148487 b6f8d12e1eeff14608d4770c78870c5cc b14 | no | 3 |
| Warnings: | | | | | |
| Information: | | | | | |
| 2 | Information Disclosure Statement (IDS) Filed (SB/08) | IDS_ptosb08a.pdf | 104581 a1fde6b60c278403a53d14480934878877d 16d26 | no | 1 |
| Warnings: | | | | | |
| Information: | | | | | |
| This is not an USPTO supplied IDS fillable form | | | | | |
| 3 | Foreign Reference | Ref_CQ.pdf | 285339 4936cfd85096245a89778d3cc2134019a d082a | no | 3 |
| Warnings: | | | | | |
| Information: | | | | | |
| 4 | Foreign Reference | Ref_CR.pdf | 156200 0d-06397c5c88d5d278f3c3697975c4fd7 2551 | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 5 | Foreign Reference | Ref_CS.pdf | 161377 524fdd33c117a-bac5d730bf0e3ac45 fc2f | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 6 | Foreign Reference | Ref_CS_Eng_Trans.pdf | 196464 0a300c0b1ac25598a1b120a90a34fb42c 1d49 | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 7 | Fee Worksheet (PTO-875) | fee-info.pdf | 30101 c795cd4fe2614fb6e4903a69ff1de1de7776 5e2 | no | 2 |
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If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.